INTEROFFICE CORRESPONDENCE

Via E-Mail

May 11, 1993

Salary Coordinators
DPCs

cc: SBCs
Area Managers
District Managers
Distribution List

MARLBORO AND WINSTON PRICE
REDUCTION PROGRAM - JUNE 1-30

Beginning June 1, Mobil salary stations will participate in cigarette price reduction programs funded by Philip Morris and RJR on their premium brands. The companies' programs are significantly different. Following are details:

Philip Morris Marlboro "Leadership" Program

R. J. Reynolds Winston Program

- Price reduction: Stations to sell Winston at a reduced price of $.40 and $4.00 per carton, nationwide.

- Off-Invoice: Winston product will be provided in specially-marked $.40 off packages. Candy and tobacco distributors will sell the specially-marked product to Mobil stations off-invoice.

- Product Allocation: Each station to receive from its candy and tobacco distributor 4 weeks of its normal Winston inventory in the specially-marked packages. Salary Managers should not allow RJR reps to coupon existing Winston inventory.

- POS: RJR will provide each station POS materials and they have agreed that only the following need be displayed to meet compliance requirements:
  - 24-inch, 2-sided pricer placed on Preferred Presence under-counter display
  - starburst on existing counter display
  - counter card (at Manager's discretion, if space at counter permits)

  No special product display (i.e. floor dump) should be utilized. RJR requests that POS be saved for pick-up by RJR reps.

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Source: https://www.industrydocuments.ucsf.edu/docs/hphy0000

- Timing: Begin promotion June 1 and continue while supplies last. Upon sell-out of specially-marked Winston product, remove POS and discontinue.

Salary Managers will receive information on these programs by separate letter. Questions on the programs should be directed to Kinne Hoffman (promotional issues) on Audix 1-800-227-0707 x3105 and Ron Newman (accounting issues) on Audix 1-800-227-0707 x2342.

G. H. Colby

KJH/sh
Attachment

SBCs: By copy of this, please note that dealers are eligible to participate in these programs under the same terms as Mobil salary stations. Dealers will be solicited by Philip Morris and RJR representatives.

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